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American
Association of
Yellow Pages
Publishers

Yellow Pages Usage Data by Product/Service Category

This research study was sponsored by the American Association of Yellow Pages Publishers for the use of member companies. The AAYPP is a not-for-profit trade association whose member publishers produce more than 80 percent of the directories in the U.S.

The AAYPP seeks to address the needs of its members and of advertisers and consumers as well through publicity and programs directed to a wide variety of audiences. Member services include research, a co-op handbook and art supplement, co-op seminars, technical seminars, sales aids, trade show participation and training programs.

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Summary Fact Sheet

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Research Project Methodology

Why was the study conducted?

This research project was commissioned by the American Association of Yellow Pages Publishers to examine the relationship between product/service purchase decisions and the use of Yellow Pages.

When was the study conducted?

The study was conducted over an 18-month period from February 1986 through June 1987, with each product category being researched for 12 months.

Who conducted the study?

The study was conducted by Statistical Research, Inc. of Westfield, New Jersey—an independent research firm that is well known for their work in the broadcast industry. This firm was founded in 1969, and has been involved in Yellow Pages studies since 1978.

Other than selecting the products and services to be measured, no Yellow Pages publisher or industry-connected individual or organization had any say in the questions that were asked nor in the procedures that were employed in the conduct of this study.

How was the study conducted?

The design of this study involved the measurement of product purchases and Yellow Pages usage for 24 separate product or service categories over a 12-month period. Respondents eligible for participation included those persons 18 years of age or older who purchased one or more of the products or services in the preceding 30 days. During the course of the study, over 14,000 interviews were conducted for an average of 600 interviews for each of the product/service categories.

Statistical Research, Inc. made every effort to use the highest quality procedures and methodology, to deliver an objective measure of use and influence of the Yellow Pages, on where adult consumers shop for and purchase the 24 measured products and services encompassed by this study.

Where are these survey results applicable?

Interviews were randomly disbursed throughout the continental United States using a random digit dial type sample. Based on analysis, the influence and use of Yellow Pages in connection with these purchases was quite similar across different geographic areas of the U.S.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Air Travel

In the Average Month, an Estimated...

3.7% **Fly**

In the average month, 6.5 million U.S. adults (3.7%) make arrangements directly with an airline.

47.5% **Use Yellow Pages**

In the average month, 3.1 million airline customers (47.5%) refer to the Yellow Pages before making a purchase.

61.4% **Shop for Airlines**

Of these purchasers, 61.4% consider using more than one airline. This is considerably higher among Yellow Pages users than among other purchasers (78.5% vs. 45.9%).

Among Those Purchasers Using the Yellow Pages...

51.9% **Look at Ads**

Look at one or more Yellow Pages ads.

95.8% **Contact**

Contact one or more of the airlines seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

38.5% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor in their decision.

67.4% **Purchase**

Make arrangements with an airline seen in the Yellow Pages.

16.1% **Are New Customers**

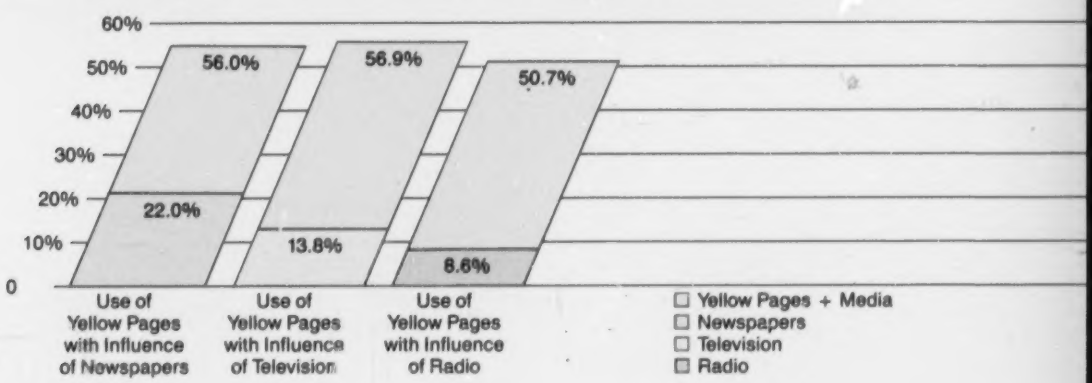
Use an airline they had not used before, i.e., they are new or first-time customers.

42.7% **of All $ Spent**

Of all dollars spent on air travel, 42.7% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



Attorneys

In the Average Month, an Estimated...

8.1% **Use Legal Services**

In the average month, 14.2 million U.S. consumers (8.1%) have occasion to use the services of an attorney.

32.1% **Use Yellow Pages**

In the average month, 4.6 million purchasers of legal services (32.1%) refer to the Yellow Pages before engaging in this transaction.

45.4% **Shop for Legal Services**

Of these consumers, 45.4% consider more than one attorney or law firm. This is higher among Yellow Pages users than among other purchasers (59.5% vs. 38.6%).

Among Those Purchasers Using the Yellow Pages...

66.6% **Look at Ads**

Look at one or more Yellow Pages ads.

92.4% **Contact**

Contact one or more of the law offices seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

44.9% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor in their selection decision.

57.4% **Purchase**

Retain the services of a law office in the Yellow Pages.

59.4% **Are New Customers**

Use the services of a law office or attorney they have not used before, i.e., they are new or first-time clients.

30.6% **of All $ Spent**

Of all dollars spent on legal fees, 30.6% is accounted for by those who use the Yellow Pages beforehand.

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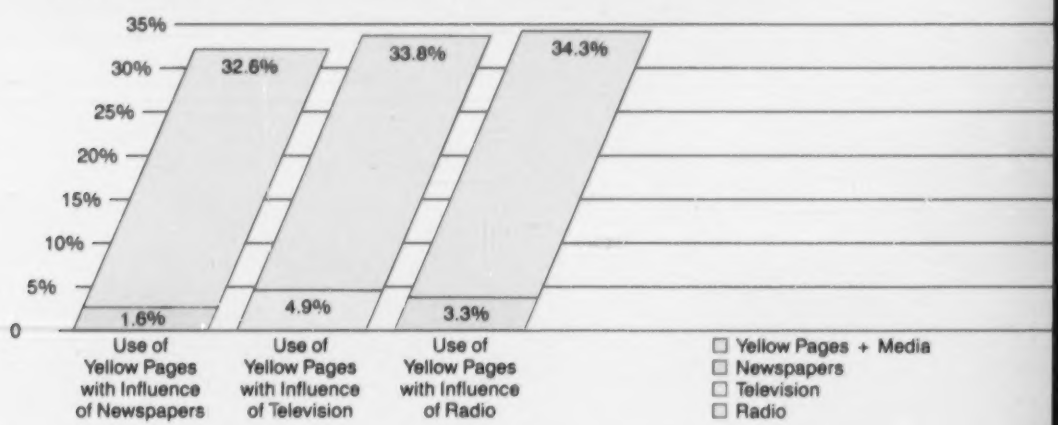


Auto Parts

In the Average Month, an Estimated...

21.8% **Buy Auto Parts**

In the average month, 38.0 million U.S. adults (21.8%) purchase new or used parts for a car or truck on at least one occasion.

29.5% **Use Yellow Pages**

In the average month, 11.2 million auto part purchasers (29.5%) refer to the Yellow Pages before making a purchase.

61.5% **Shop for Parts**

Of these purchasers, 61.5% consider more than one place when they need an auto part. This is higher among those using the Yellow Pages than among other purchasers (72.1% vs. 58.4%).

Among Those Purchasers Using the Yellow Pages...

80.2% **Look at Ads**

Look at one or more Yellow Pages ads.

95.1% **Contact**

Contact one or more of the businesses seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

56.6% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to shop.

68.6% **Purchase**

Make their actual purchase at a place seen in the Yellow Pages.

13.0% **Are New Customers**

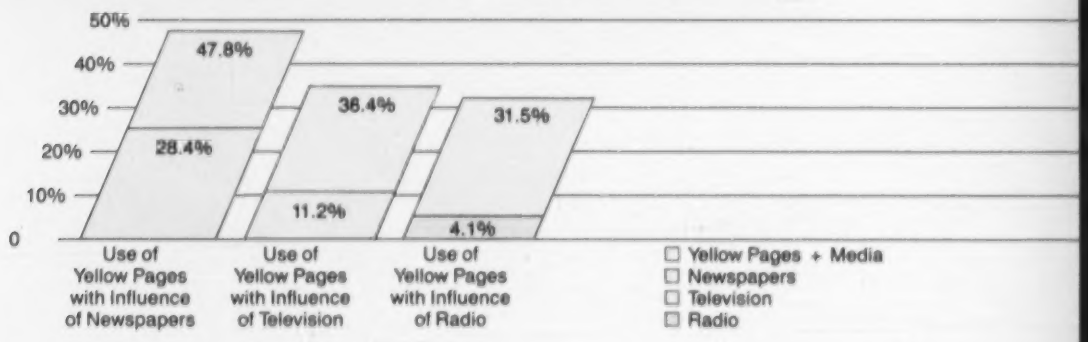
Make their purchase at a place they had not used before, i.e., they are new or first-time customers.

24.9% **of All $ Spent**

Of all dollars spent on auto parts, 24.9% is accounted for by purchasers who use the Yellow Pages prior to making a purchase.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



Auto Repair

In the Average Month, an Estimated...

27.5% **Get Repairs**

In the average month, 48 million U.S. adults (27.5%) have a car or truck repaired or serviced at least once.

31.8% **Use Yellow Pages**

In the average month, 15.3 million auto repair purchasers (31.8%) refer to the Yellow Pages before making a purchase.

44.7% **Shop for Repairs**

Of these purchasers, 44.7% consider more than one place for this auto repair. This is higher among Yellow Pages users than other purchasers (54.9% vs. 40.0%).

Among Those Purchasers Using the Yellow Pages...

75.6% **Look at Ads**

Look at one or more Yellow Pages ads.

93.0% **Contact**

Contact one or more of the businesses seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

51.3% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to purchase.

68.9% **Purchase**

Make the actual purchase at a place seen in the Yellow Pages.

32.6% **Are New Customers**

Make the purchase at a place they had not used before, i.e., they are new or first-time customers.

$231 **Is Spent**

These consumers spend an average of $231 on auto repairs. This is 71.0% more than the average $135 spent by purchasers who do not refer to the Yellow Pages.

44.4% **of All $ Spent**

Of all dollars spent on auto repair, 44.4% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends Your Advertising Reach

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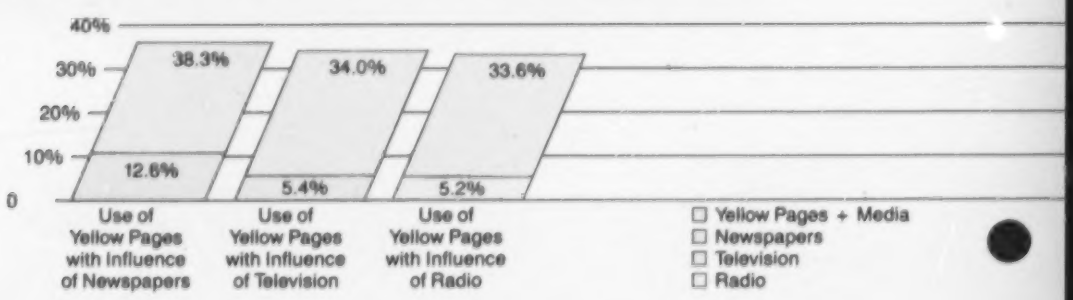

Auto/Truck Rental or Lease

In the Average Month, an Estimated...

3.1% **Rent or Lease**

In the average month, 5.5 million U.S. consumers (3.1%) rent or lease a car or truck.

51.6% **Use Yellow Pages**

In the average month, 2.8 million car or truck renters (51.6%) refer to the Yellow Pages before renting a car or truck.

Among Those Purchasers Using the Yellow Pages...

80.8% **Look at Ads**

Look at one or more Yellow Pages ads.

98.0% **Contact**

Contact one or more of the places seen in the Yellow Pages.

60.7% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to rent or lease.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

54.1% **Rent or Lease**

Make their actual transaction at a place seen in the Yellow Pages.

54.3% **Are New Customers**

Rent or lease at a place they had not used before, i.e., they are new or first-time customers.

$188 **Is Spent**

Consumers spend an average of $188 on car or truck rentals. This is 10.0% more than the average $171 spent by consumers who do not refer to the Yellow Pages prior to the purchase.

54.0% **of All $ Spent**

Of all dollars spent on these rentals, 54.0% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends Your Advertising Reach

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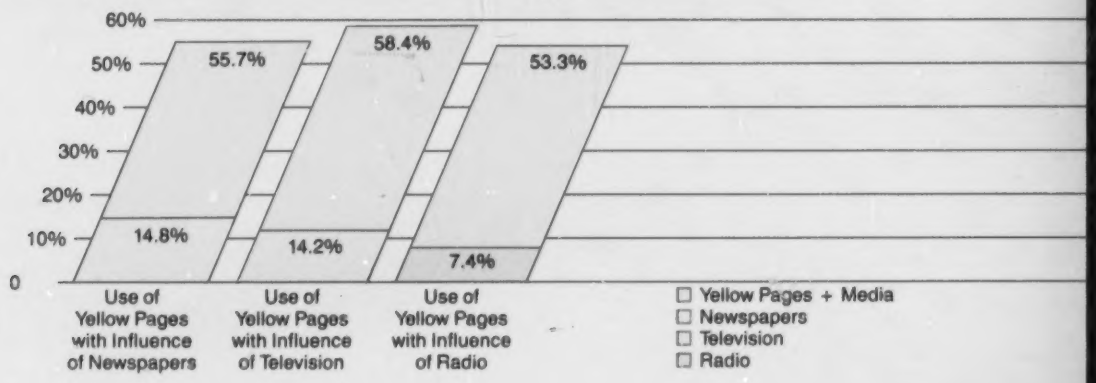

Bank Services

In the Average Month, an Estimated...

14.5% **Obtain Bank Services**

In the average month, 25.3 million U.S. consumers (14.5%) obtain one or more bank services or products.

24.2% **Use Yellow Pages**

In the average month, 6.1 million bank customers (24.2%) refer to the Yellow Pages before making a transaction.

Among Those Purchasers Using the Yellow Pages...

72.1% **Look at Ads**

Look at one or more Yellow Pages ads.

93.2% **Contact**

Contact one or more of the banks seen in the Yellow Pages.

31.8% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to bank.

63.7% **Purchase**

Make the actual transaction at a bank seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

43.9% **Are New Customers**

Make the transaction at a bank they had not used before, i.e., they are new or first-time customers.

24.1% **Have Multiple Transactions**

Use more than one type of bank service. This is higher than the 16.3% reported among those not using the Yellow Pages.

Yellow Pages Extends Your Advertising Reach

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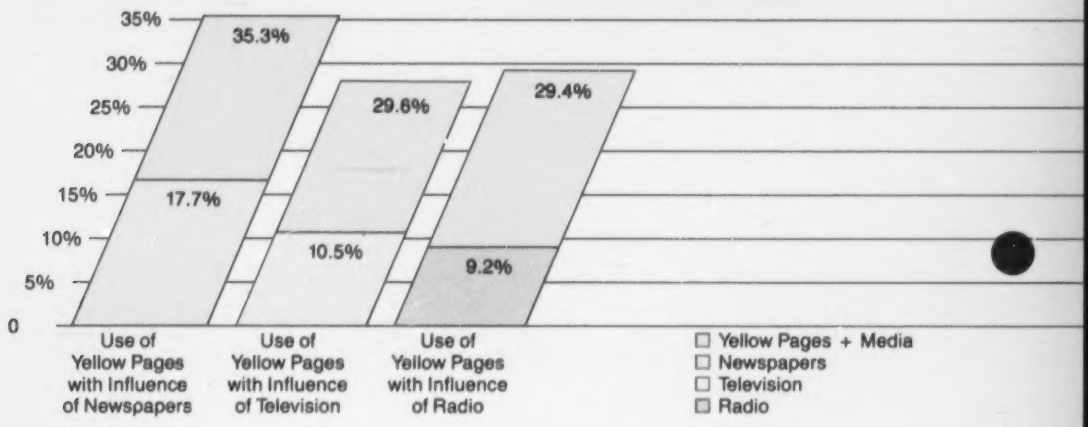

Beauty Salons

In the Average Month, an Estimated...

47.9% **Visit a Salon**

In the average month, 44 million U.S. adult women (47.9%) use the services of a beauty salon at least once.

24.4% **Use Yellow Pages**

In the average month, 10.7 million beauty salon customers (24.4%) refer to the Yellow Pages before making a purchase.

Among Those Purchasers Using the Yellow Pages...

63.1% **Look at Ads**

Look at one or more Yellow Pages ads.

94.1% **Contact**

Contact one or more of the salons seen in the Yellow Pages.

19.3% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor in their selection of a salon.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

86.7% **Purchase**

Use the services of a salon seen in the Yellow Pages.

14.6% **Are New Customers**

Use the services of a salon they had not used before, i.e., they are new or first-time customers.

$24 **Is Spent**

These customers spend an average of $24 on the average visit to a salon. This is 15.0% more than the average $21 spent by purchasers who do not refer to the Yellow Pages.

27.2% **of All $ Spent**

Of all dollars spent at beauty salons, 27.2% is accounted for by those customers who use the Yellow Pages before making a visit.

Yellow Pages Extends Your Advertising Reach

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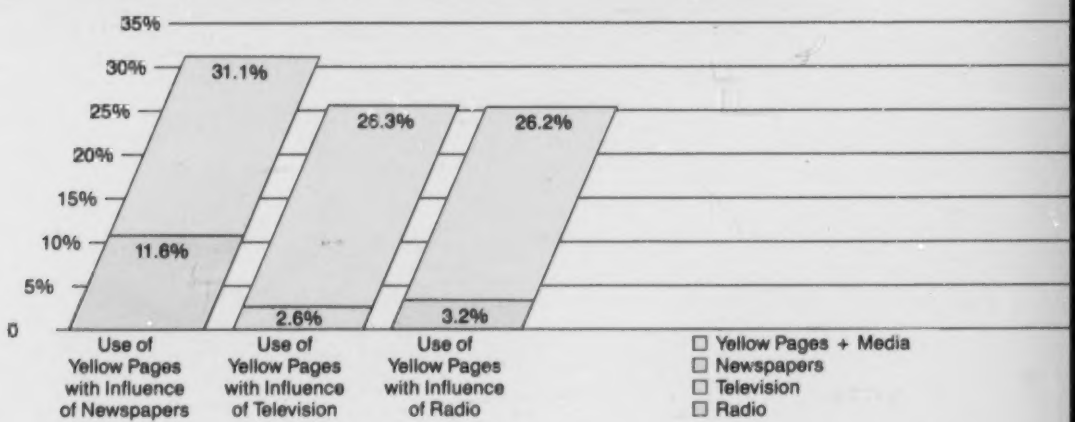

Carry-Out Food (Excluding Pizza)

In the Average Month, an Estimated...

24.1% **Order Carry-Out Food**

In the average month, 42.1 million U.S. consumers (24.1%) order out for food one or more times.

30.6% **Use Yellow Pages**

In the average month, 12.9 million food carry-out purchasers (30.6%) refer to the Yellow Pages before making a purchase.

Among Those Purchasers Using the Yellow Pages...

65.2% **Look at Ads**

Look at one or more Yellow Pages ads.

86.1% **Contact**

Contact one or more of the places seen in the Yellow Pages.

27.1% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to purchase.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

80.7% **Purchase**

Make the actual purchase at a place seen in the Yellow Pages.

12.2% **Are New Customers**

Make the purchase at a place they had not used before, i.e., they are new or first-time customers.

$17 **Is Spent**

These consumers spend $17 on the average food carry-out order. This is 29.0% more than the average $13 spent by purchasers who do not refer to the Yellow Pages.

36.3% **of All $ Spent**

Of all dollars spent on food carry-out, 36.3% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends Your Advertising Reach

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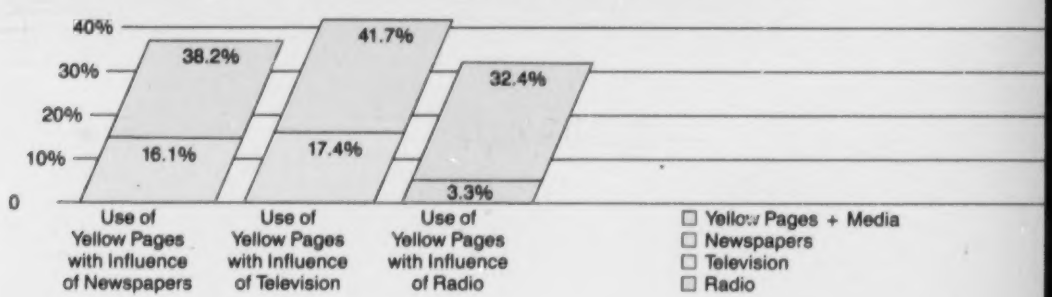


Electronic Products*

In the Average Month, an Estimated...

10.0% **Buy an Electronic Product**

In the average month, 8.8 million U.S. households (10.0%) purchase at least one electronic product.

21.0% **Use Yellow Pages**

In the average month, 1.9 million electronic product purchasers (21.0%) refer to the Yellow Pages before making a purchase.

Among Those Purchasers Using the Yellow Pages...

82.4% **Look at Ads**

Look at one or more Yellow Pages ads.

87.4% **Contact**

Contact one or more of the businesses seen in the Yellow Pages.

87.5% **Shop**

Shop at one or more of the businesses seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

*Includes color televisions, VCRs, stereos, home computers and other similar electronic products.

Among Those Purchasers Using the Yellow Pages...

58.1% Are Influenced by Ads

Identify the Yellow Pages as an influencing factor on where they decided to shop.

59.0% Purchase

Make the actual purchase at a place seen in the Yellow Pages.

38.2% Are New Customers

Make the purchase at a business they had not used before, i.e., they are new or first-time customers.

$737 Is Spent

These customers spend an average of $737 on electronic products. This is 46.0% more than the average $503 spent by purchasers who do not refer to the Yellow Pages.

28.1% of All $ Spent

Of all dollars spent on electronic products, 28.1% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

30.0% Make Multiple Purchases

Purchase more than one electronic product, i.e., almost twice the 16.4% reported among purchasers who do not use the Yellow Pages.

Floor Coverings

In the Average Month, an Estimated...

6.8% **Buy Floor Covering**

In the average month, 6.0 million U.S. households (6.8%) purchase floor covering.

24.0% **Use Yellow Pages**

In the average month, 1.4 million floor covering purchasers (24.0%) refer to the Yellow Pages before making a purchase.

Among Those Purchasers Using the Yellow Pages...

82.9% **Look at Ads**

Look at one or more Yellow Pages ads.

83.7% **Contact**

Contact one or more of the places seen in the Yellow Pages.

87.6% **Shop**

Shop at one or more of the places seen in the Yellow Pages.

69.6% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to shop.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

58.3% **Purchase**

Make the actual purchase at a place seen in the Yellow Pages.

42.7% **Are New Customers**

Make the purchase at a place they had not used before, i.e., they are new or first-time customers.

$736 **Is Spent**

These customers spend an average of $736 on floor coverings. This is 43.0% more than the average $515 spent by purchasers who do not refer to the Yellow Pages.

31.1% **of All $ Spent**

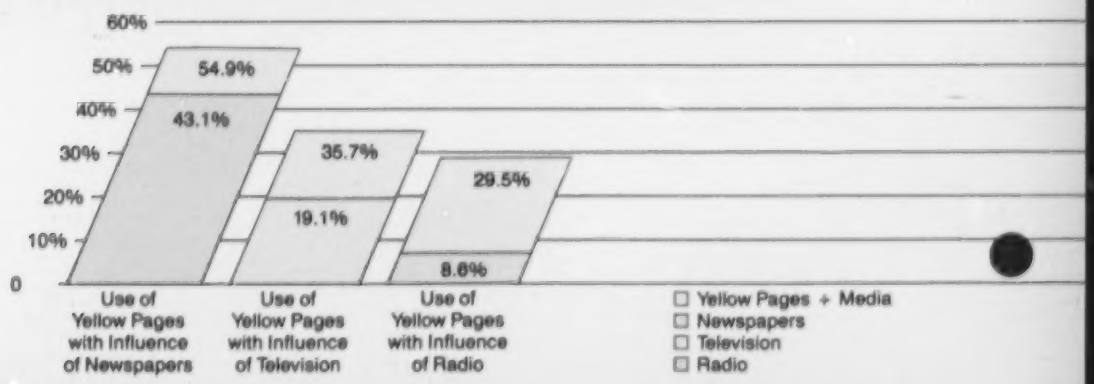
Of all dollars spent on floor coverings, 31.1% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

23.5% **Make Multiple Purchases**

Purchase more than one floor covering item. This is higher than the 13.8% reported among purchasers not using the Yellow Pages.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



Florists

In the Average Month, an Estimated...

22.7% **Use a Florist**

In the average month, 39.7 million U.S. adults (22.7%) make at least one purchase at a florist.

31.0% **Use Yellow Pages**

In the average month, 12.3 million floral purchasers (31.0%) refer to the Yellow Pages before making a purchase.

Among Those Purchasers Using the Yellow Pages...

71.0% **Look at Ads**

Look at one or more Yellow Pages ads.

87.9% **Contact**

Contact one or more of the florists seen in the Yellow Pages.

37.4% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on the florist they select.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

80.7% **Purchase**

Make the actual purchase at a place seen in the Yellow Pages.

12.6% **Are New Customers**

Make the purchase at a florist they had not used before, i.e., they are new or first-time customers.

56.6% **Order by Phone**

Make the purchase by placing the order by phone. Only 31.8% of non-users of Yellow Pages place phone orders.

$34 **Is Spent**

These consumers spend $34 on the average floral purchase. This is 16.0% more than the average $29 spent by purchasers who do not refer to the Yellow Pages.

34.3% **of All $ Spent**

Of all dollars spent at florists, 34.3% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends Your Advertising Reach

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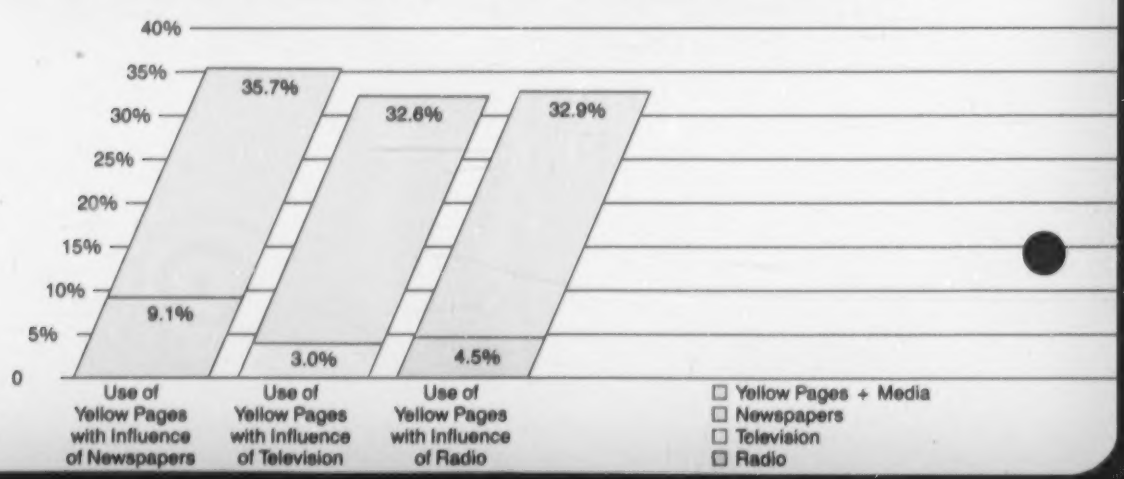

Furniture

In the Average Month, an Estimated...

11.5% **Buy Furniture**

In the average month, 10.2 million U.S. households (11.5%) purchase furniture of some type.

19.3% **Use Yellow Pages**

In the average month, 2.0 million furniture purchasers (19.3%) refer to the Yellow Pages before making a purchase.

Among Those Purchasers Using the Yellow Pages...

74.1% **Look at Ads**

Look at one or more Yellow Pages ads.

77.7% **Contact**

Contact one or more of the stores seen in the Yellow Pages.

58.0% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to shop.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

48.2% **Purchase**

Make the actual purchase at a place seen in the Yellow Pages.

40.4% **Are New Customers**

Make the purchase at a furniture store they had not used before, i.e., they are new or first-time customers.

$867 **Is Spent**

These consumers spend $867 on the average furniture purchase. This is 36.0% more than the average $638 spent by purchasers who do not refer to the Yellow Pages.

24.5% **of All $ Spent**

Of all dollars spent on furniture, 24.5% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends Your Advertising Reach

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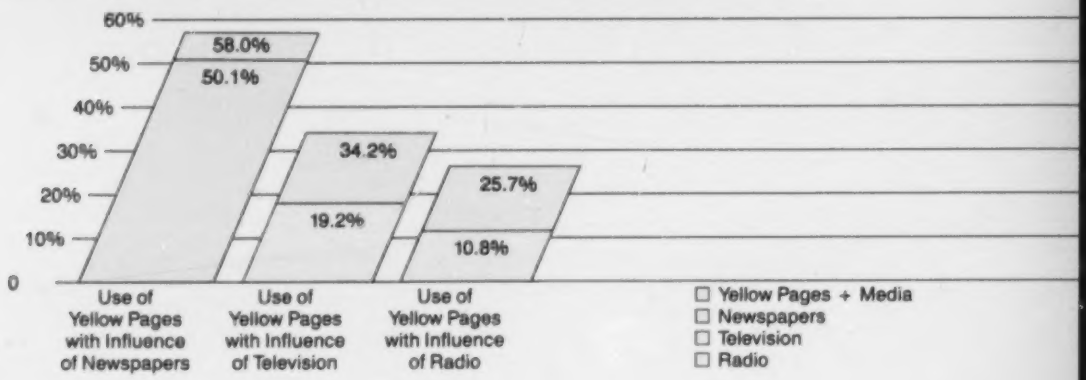


Home Contractors*

In the Average Month, an Estimated...

16.3% **Use a Contractor**

In the average month, 14.4 million U.S. households (16.3%) use the services of a home contractor.

42.2% **Use Yellow Pages**

In the average month, 6.1 million purchasers of home contracting services refer to the Yellow Pages before making a purchase.

43.9% **Shop for a Contractor**

Of these purchasers, 43.9% consider more than one contractor. This is substantially higher among Yellow Pages users than among other purchasers (56.9% vs. 34.4%).

Among Those Purchasers Using the Yellow Pages...

82.8% **Look at Ads**

Look at one or more Yellow Pages ads.

90.3% **Contact**

Contact one or more of the contractors seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

*Includes plumbers, electricians, exterminators, carpenters, painters or similar contractors.

Among Those Purchasers Using the Yellow Pages...

55.2% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor in choosing a contractor.

59.7% **Purchase**

Make the actual purchase at a place seen in the Yellow Pages.

44.9% **Are New Customers**

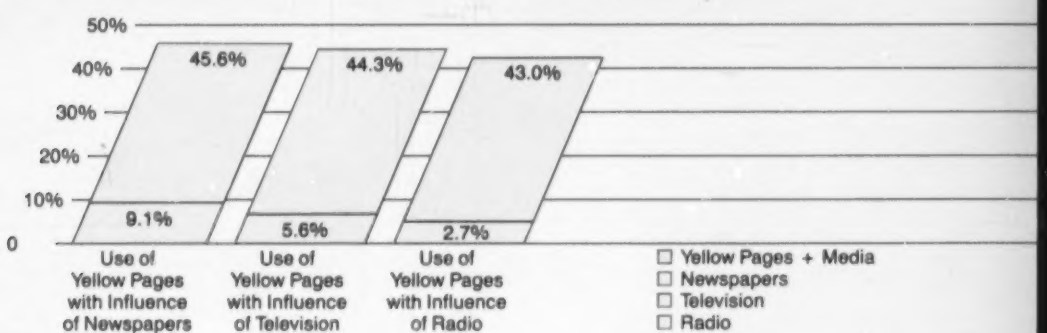
Use a contractor they had not used before, i.e., they are new or first-time customers.

37.0% **of All $ Spent**

Of all dollars spent on home contractors, 37.0% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium



Insurance

In the Average Month, an Estimated...

12.1% **Purchase Insurance**

In the average month, 10.7 million U.S. households (12.1%) obtain insurance of some type.

31.3% **Use Yellow Pages**

In the average month, 3.3 million insurance purchasers (31.3%) refer to the Yellow Pages before making a purchase.

54.5% **Shop for Insurance**

Of these purchasers, 54.5% consider more than one place for this insurance. This is substantially higher among Yellow Pages users than among other purchasers (74.3% vs. 45.4%).

Among Those Purchasers Using the Yellow Pages...

83.6% **Look at Ads**

Look at one or more Yellow Pages ads.

95.7% **Contact**

Contact one or more of the businesses seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

62.9% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor in deciding where to buy insurance.

54.6% **Purchase**

Make the actual purchase at a place seen in the Yellow Pages.

34.3% **Are New Customers**

Make the purchase from an agent or company they had not used before, i.e., they are new or first-time customers.

$604 **Is Spent**

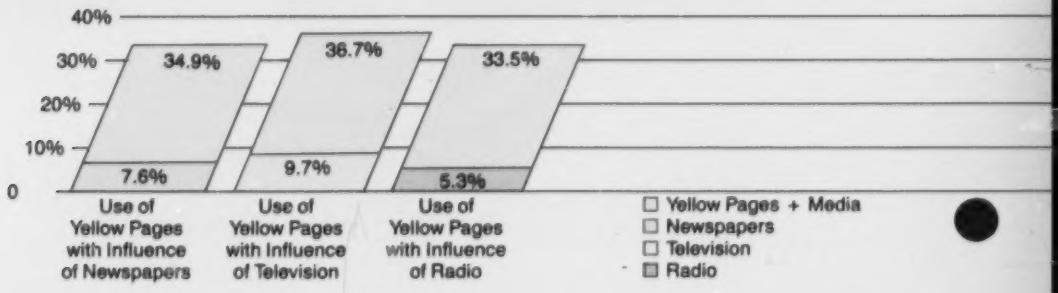
These consumers spend an average of $604 on annual premiums. This is 16.0% more than the average premium ($522) paid by consumers who do not use the Yellow Pages.

34.5% **of All $ Spent**

Of all dollars spent on purchased insurance, 34.5% is accounted for by those who use the Yellow Pages prior to the purchase.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



Lawn and Garden Supplies*

In the Average Month, an Estimated...

20.2% **Buy Lawn & Garden Supplies**

In the average month, 35.3 million U.S. consumers (20.2%) purchase lawn and garden supplies.

13.0% **Use Yellow Pages**

In the average month, 4.6 million lawn and garden supply purchasers (13.0%) refer to the Yellow Pages before making a purchase.

Among Those Purchasers Using the Yellow Pages...

79.8% **Look at Ads**

Look at one or more Yellow Pages ads.

85.2% **Contact**

Contact one or more of the places seen in the Yellow Pages.

76.6% **Shop**

Shop at one or more of the places seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

*Includes power equipment, hand tools, seed, plants, fertilizers, insecticides and similar products.

Among Those Purchasers Using the Yellow Pages...

56.2% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to shop.

69.2% **Purchase**

Make their actual purchase at a place seen in the Yellow Pages.

16.9% **Are New Customers**

Make their purchase at a place they had not used before, i.e., they are new or first-time customers.

$213 **Is Spent**

These consumers spend $213 on the average lawn and garden supply purchase. This is more than twice the average $102 spent by purchasers who do not refer to the Yellow Pages.

23.8% **of All $ Spent**

Of all dollars spent on lawn and garden supplies, 23.8% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

58.4% **Make Multiple Purchases**

Purchase more than one item. This is higher than the 51.5% reported among purchasers not using the Yellow Pages.

Loans

In the Average Month, an Estimated...

7.9% Arrange for Loans

In the average month, 13.8 million U.S. consumers (7.9%) take out a loan.

22.5% Use Yellow Pages

In the average month, 3.1 million consumers seeking a loan (22.5%) refer to the Yellow Pages before making these arrangements.

53.3% Shop for Loans

Of these consumers, 53.3% consider more than one place for the loan. This is higher among Yellow Pages users than other purchasers (61.5% vs. 50.1%).

Among Those Purchasers Using the Yellow Pages...

66.7% Look at Ads

Look at one or more Yellow Pages ads.

92.7% Contact

Contact one or more of the places seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

32.9% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor in their selection decision.

56.4% **Obtain Loans**

Borrow at a place seen in the Yellow Pages.

34.7% **Are New Customers**

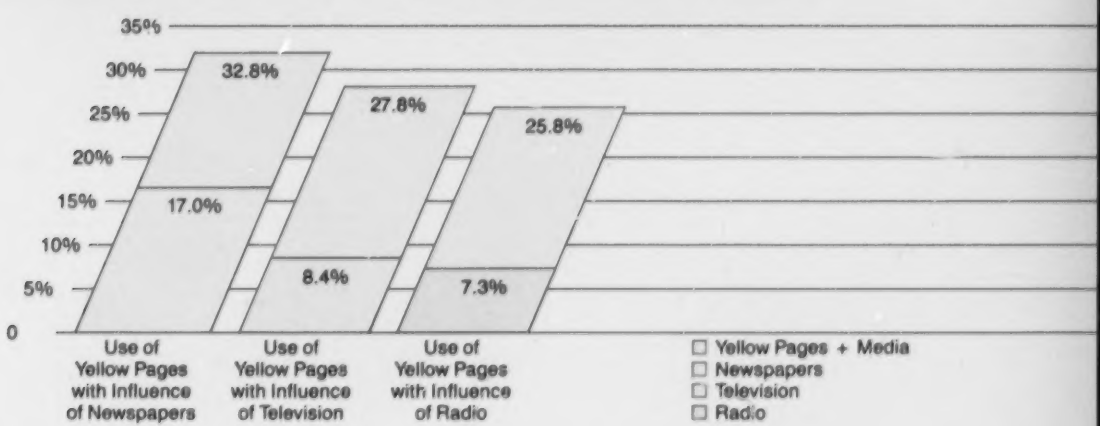
Use a business they had not used before, i.e., they are new or first-time customers.

19.0% **of All $ Spent**

Of all the dollars borrowed by consumers, 19.0% is accounted for by those who use the Yellow Pages.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



Major Appliances

In the Average Month, an Estimated...

7.1% **Buy a Major Appliance**

In the average month, 6.3 million U.S. households (7.1%) purchase one or more major appliances.

25.1% **Use Yellow Pages**

In the average month, 1.6 million major appliance purchasers (25.1%) refer to the Yellow Pages before making a purchase.

Among Those Purchasers Using the Yellow Pages...

83.7% **Look at Ads**

Look at one or more Yellow Pages ads.

91.4% **Contact**

Contact one or more of the businesses seen in the Yellow Pages.

79.0% **Shop**

Shop at one or more of the businesses seen in the Yellow Pages.

67.3% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to shop.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

61.8% **Purchase**

Make the actual purchase at a place seen in the Yellow Pages.

19.1% **Are New Customers**

Make the purchase at a business they had not used before, i.e., they are new or first-time customers.

$655 **Is Spent**

These customers spend $655 on the average major appliance purchase. This is 22.0% more than the average $538 spent by purchasers who do not refer to the Yellow Pages.

29.0% **of All $ Spent**

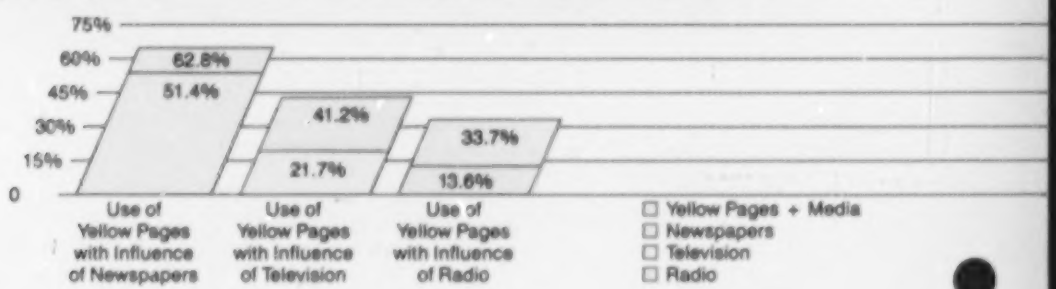
Of all dollars spent on major appliances, 29.0% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

38.5% **Make Multiple Purchases**

Purchase more than one major appliance. This is substantially higher than the 23.1% reported among purchasers not using the Yellow Pages.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



New & Used Cars & Trucks

In the Average Month, an Estimated...

7.2% **Buy a Car or Truck**

In the average month, 6.4 million U.S. households (7.2%) purchase at least one new or used car or truck.

19.7% **Use Yellow Pages**

In the average month, 1.2 million car or truck purchasers (19.7%) refer to the Yellow Pages before making a purchase.

Among Those Purchasers Using the Yellow Pages...

84.1% **Look at Ads**

Look at one or more Yellow Pages ads.

81.9% **Contact**

Contact one or more of the dealers seen in the Yellow Pages.

88.8% **Shop**

Shop at one or more of the dealers seen in the Yellow Pages.

51.8% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to shop.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

49.3% **Purchase**

Make the actual purchase at a place seen in the Yellow Pages.

63.4% **Purchase New Vehicle**

Purchase a new vehicle. This is substantially higher than the 37.9% of non-Yellow Pages users who purchase a new vehicle.

63.3% **Are New Customers**

Make the purchase at a dealer they had not used before, i.e., they are new or first-time customers.

$9,440 **Is Spent**

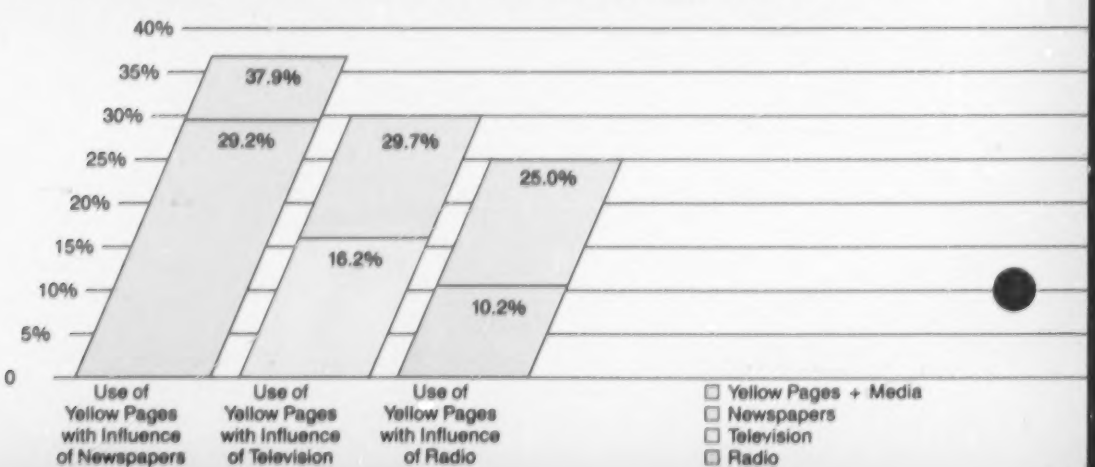
These customers spend $9,440 on the average new or used car or truck purchase. This is 24.0% more than the average $7,640 spent by purchasers who do not refer to the Yellow Pages.

23.3% **of All $ Spent**

Of all dollars spent on new & used cars & trucks, 23.3% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



Pizza Carry-Out

In the Average Month, an Estimated...

40.0% **Order Carry-Out Pizza**

In the average month, 69.9 million U.S. consumers (40.0%) order out for pizza one or more times.

38.1% **Use Yellow Pages**

In the average month, 26.6 million pizza carry-out purchasers (38.1%) refer to the Yellow Pages before making a purchase.

Among Those Purchasers Using the Yellow Pages...

62.1% **Look at Ads**

Look at one or more Yellow Pages ads.

92.4% **Contact**

Contact one or more of the businesses seen in the Yellow Pages.

31.5% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to purchase.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

92.5% **Purchase**

Make the actual purchase at a place seen in the Yellow Pages.

6.8% **Are New Customers**

Make the purchase at a place they had not used before, i.e., they are new or first-time customers.

$12.34 **Is Spent**

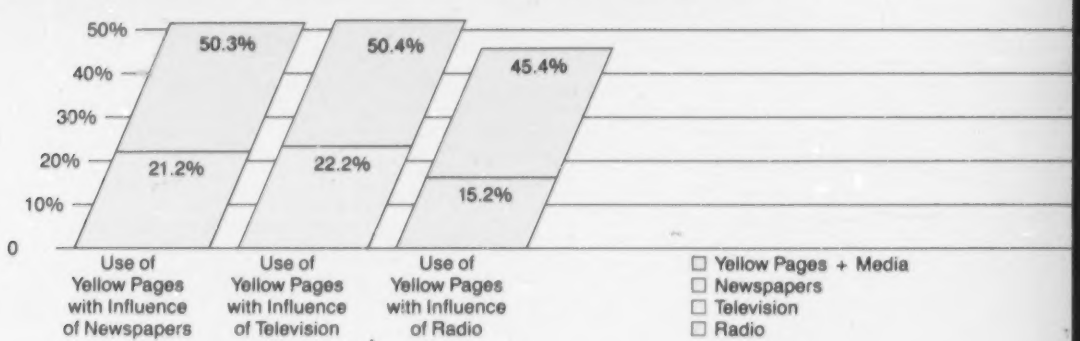
These consumers spend $12.34 on the average pizza carry out order. This is 14.0% more than the average $10.83 spent by purchasers who do not refer to the Yellow Pages.

41.2% **of All $ Spent**

Of all dollars spent on pizza carry-out, 41.2% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



Real Estate

In the Average Month, an Estimated...

3.1% Use Real Estate Agents

In the average month, 2.7 million U.S. households (3.1%) use the services of a real estate agent in connection with the purchase, sale, or rental of a residence.

29.2% Use Yellow Pages

In the average month, 800,000 real estate customers (29.2%) refer to the Yellow Pages before making a transaction.

61.3% Shop for an Agent

Of these purchasers, 61.3% consider more than one place for this service. This is higher among Yellow Pages users than among other consumers (69.8% vs. 57.9%).

Among Those Purchasers Using the Yellow Pages...

78.0% Look at Ads

Look at one or more Yellow Pages ads.

87.3% Contact

Contact one or more of the businesses seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

55.5% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to visit.

53.6% **Purchase**

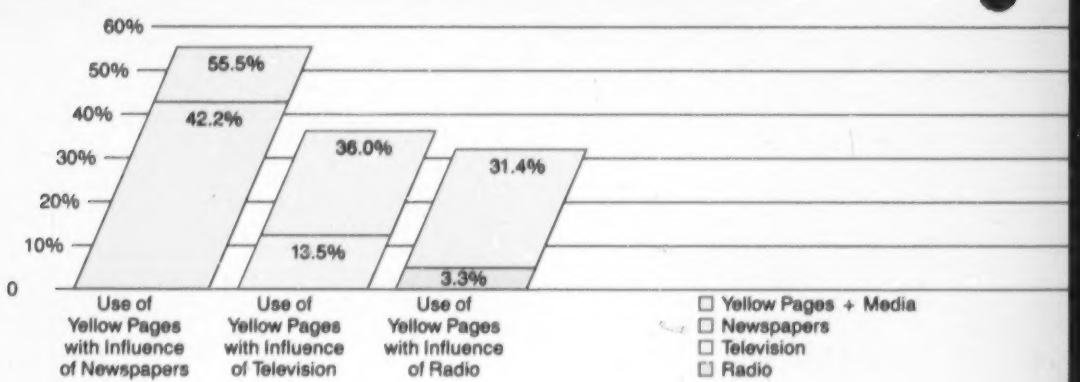
Make the actual purchase or come to an agreement at a place seen in the Yellow Pages.

76.7% **Are New Customers**

Make the transaction at a place they had not used before, i.e., they are new or first-time customers.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



Restaurants

In the Average Month, an Estimated...

81.1% **Eat at a Restaurant**

In the average month, 141.7 million U.S. consumers (81.1%) eat out at a restaurant once or more.

9.5% **Use Yellow Pages**

In the average month, 13.5 million purchasers (9.5%) refer to the Yellow Pages before making a purchase at a restaurant.

36.3% **Consider More Than One**

Of these purchasers, 36.3% consider more than one restaurant. This is substantially higher among Yellow Pages users than among other purchasers (54.4% vs. 34.4%).

Among Those Purchasers Using the Yellow Pages...

70.5% **Look at Ads**

Look at one or more Yellow Pages ads.

79.8% **Contact**

Contact one or more of the restaurants seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

34.7% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to go.

71.5% **Purchase**

Actually use a restaurant seen in the Yellow Pages.

15.3% **Are New Customers**

Use a restaurant that they had not been to before, i.e., they are new or first-time customers.

$31 **Is Spent**

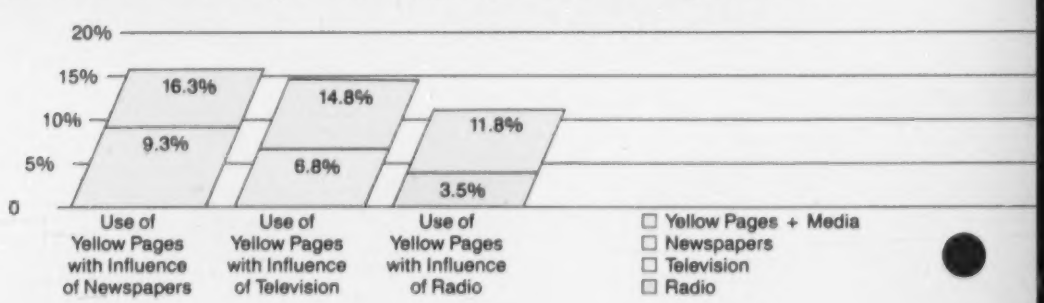
These consumers spend $31 on the average restaurant purchase. This is 54.0% more than the average $20 spent by purchasers who do not refer to the Yellow Pages.

14.0% **of All $ Spent**

Of all dollars spent in restaurants, 14.0% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



Sporting Goods

In the Average Month, an Estimated...

20.7% **Make Sporting Goods Purchases**

In the average month, 36.2 million U.S. consumers (20.7%) make one or more sporting goods purchases.

17.2% **Use Yellow Pages**

In the average month, 6.2 million sporting goods purchasers (17.2%) refer to the Yellow Pages before making a purchase.

Among Those Purchasers Using the Yellow Pages...

72.4% **Look at Ads**

Look at one or more Yellow Pages ads.

88.5% **Contact**

Contact one or more of the sporting goods dealers seen in the Yellow Pages.

84.6% **Shop**

Shop at one or more of the dealers seen in the Yellow Pages.

50.6% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to shop.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

60.2% **Purchase**

Make the actual purchase at a store seen in the Yellow Pages.

24.0% **Are New Customers**

Make the purchase at a store they had not used before, i.e., they are new or first-time customers.

$108 **Is Spent**

These customers spend $108 on the average sporting goods purchase. This is 26.0% more than the average $86 spent by purchasers who do not refer to the Yellow Pages.

20.7% **of All $ Spent**

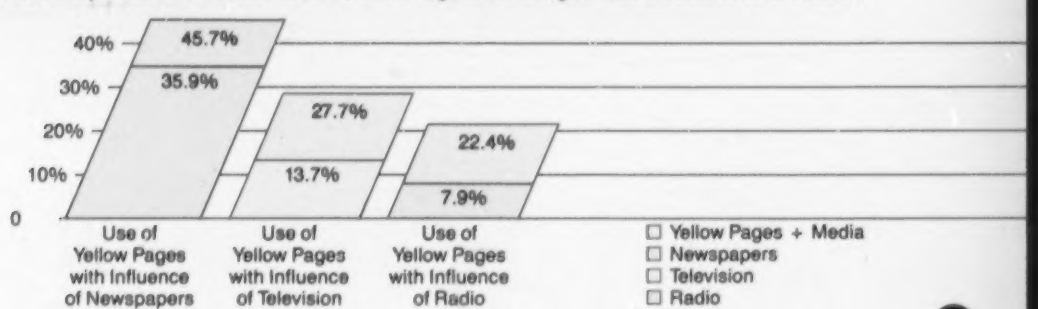
Of all dollars spent on sporting goods, 20.7% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

33.4% **Make Multiple Purchases**

Purchase more than one item. This is higher than the 25.9% reported among purchasers not using the Yellow Pages.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



Tires

In the Average Month, an Estimated...

9.4% **Buy Tires**

In the average month, 16.4 million U.S. consumers (9.4%) purchase tires for a car or truck.

31.7% **Use Yellow Pages**

In the average month, 5.2 million tire purchasers (31.7%) refer to the Yellow Pages before making a purchase.

Among Those Purchasers Using the Yellow Pages...

80.0% **Look at Ads**

Look at one or more Yellow Pages ads.

92.4% **Contact**

Contact one or more of the places seen in the Yellow Pages.

77.5% **Shop**

Shop at one or more of the places seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

50.5% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to shop.

67.9% **Buy Tires**

Make the actual purchase at a place seen in the Yellow Pages.

36.4% **Are New Customers**

Make the purchase at a store they had not used before, i.e., they are new or first-time customers.

$210 **Is Spent**

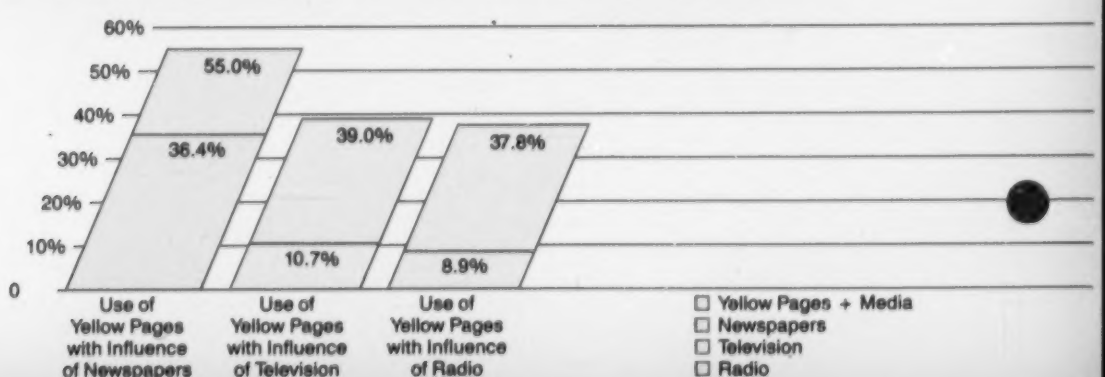
These customers spend $210 on the average tire purchase. This is 4.0% more than the average $201 spent by purchasers who do not refer to the Yellow Pages.

32.7% **of All $ Spent**

Of all dollars spent on tires, 32.7% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



TV/Radio Repair*

In the Average Month, an Estimated...

5.8% Get Repairs

In the average month, 10.1 million U.S. consumers (5.8%) have a television, radio, VCR or similar product repaired or serviced.

45.2% Use Yellow Pages

In the average month, 4.6 million TV repair purchasers (45.2%) refer to the Yellow Pages before making a purchase.

33.2% Shop for Repairs

Of these consumers, 33.2% consider more than one place for their repairs. This is substantially higher among Yellow Pages users than other purchasers (43.1% vs. 25.3%).

Among Those Purchasers Using the Yellow Pages...

82.9% Look at Ads

Look at one or more Yellow Pages ads.

94.1% Contact

Contact one or more of the businesses seen in the Yellow Pages.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

*Includes television, VCR, stereo and radio repair.

Among Those Purchasers Using the Yellow Pages...

54.9% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to have the repairs made.

76.3% **Get Repairs**

Have the repairs made at a place seen in the Yellow Pages.

52.8% **Are New Customers**

Have this work done at a business they had not used before, i.e., they are new or first-time customers.

$67 **Is Spent**

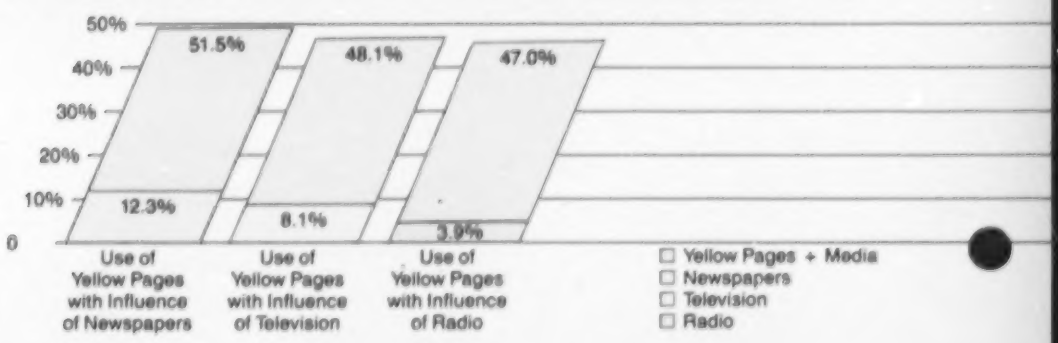
These customers spend $67 on the average repair. This is 36.0% more than the average $49 spent by those who do not refer to the Yellow Pages.

53.0% **of All $ Spent**

Of all dollars spent on TV/radio repairs, 53.0% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends Your Advertising Reach

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



Summary Fact Sheet
for 24 Product Categories

On the Average Purchase of These 24 Products & Services...

28.8% **Use Yellow Pages**

28.8% of all purchasers refer to the Yellow Pages before making a purchase.

56.0% **Shop**

56.0% of all purchasers consider more than one business when making a purchase.

Among Those Purchasers Using the Yellow Pages...

74.7% **Look at Ads**

Look at one or more Yellow Pages ads.

89.8% **Contact**

Contact one or more of the businesses seen in the Yellow Pages.

48.2% **Are Influenced by Ads**

Identify the Yellow Pages as an influencing factor on where they decided to purchase.

American Association of Yellow Pages Publishers

Data compiled from independent research sponsored by the American Association of Yellow Pages Publishers.

Among Those Purchasers Using the Yellow Pages...

65.3% **Purchase**

Make the actual purchase at a place seen in the Yellow Pages.

33.6% **Are New Customers**

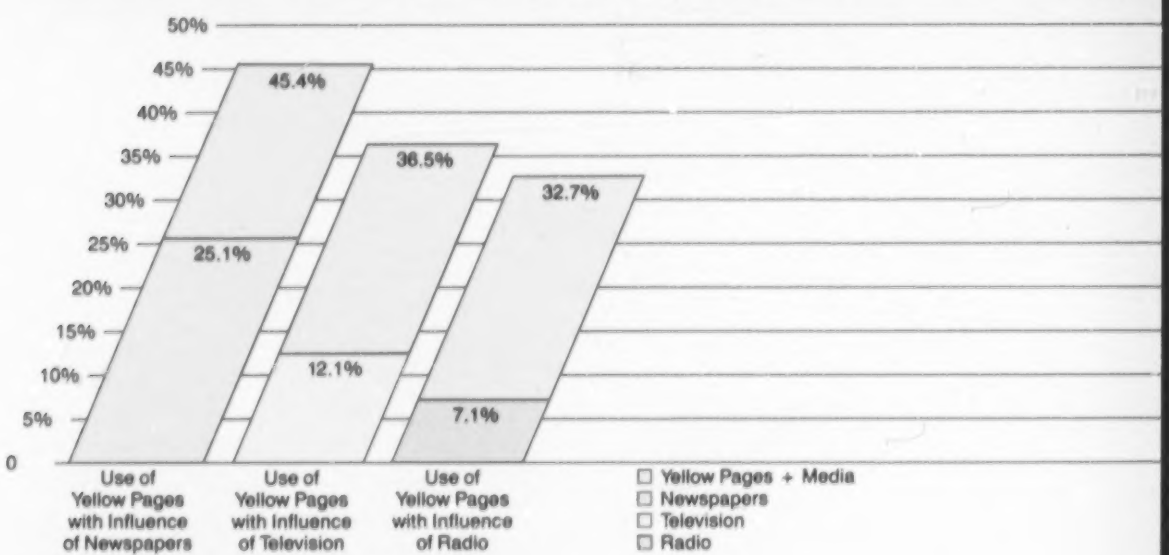
Make the purchase at a place they had not used before, i.e., they are new or first-time customers.

31.9% **of All $ Spent**

Of all dollars spent on these 24 products and services, 31.9% is accounted for by those purchasers who use the Yellow Pages before making a purchase.

Yellow Pages Extends the Reach of Your Other Advertising*

When used in conjunction with another medium, Yellow Pages advertising extends the reach of that medium.



*Data compiled from independent research on 24 product categories sponsored by the American Association of Yellow Pages Publishers.

National Yellow Pages Use

Among All U.S. Adults...

98.5% **Are Familiar with Yellow Pages**

Awareness of the Yellow Pages is virtually universal among adults in this country.

76.7% **Use the Yellow Pages Monthly**

On average, more than three out of four customers refer to the Yellow Pages each month.

56.8% **Use the Yellow Pages Weekly**

On average, over half the adults in this country use the Yellow Pages each week, which equals 3.48 references by adult users. Among all persons, the average usage is 1.96 references per week.

18.4% **Use the Yellow Pages Each Day**

U.S. adults make 49 million references to the Yellow Pages on the average day.

American Association of Yellow Pages Publishers

Data compiled from independent research conducted by Statistical Research, Inc.

When People Use the Yellow Pages...

53.8% Refer to Ads

The majority of adults refer to at least one advertisement and, on average, they look at 2.3 ads.

34.6% Are Looking for a Place to Buy

Over one-third of all Yellow Pages references are made by people who do not have the name of a store or business in mind.

83.5% Contact

More than 8 out of 10 Yellow Pages references are made by people who contact a store or business seen in the Yellow Pages.

50.0% Buy

Of those who use the Yellow Pages to contact a store or business, 50.0% actually make a purchase at a place seen in the Yellow Pages.

This sheet shows key findings from the national Yellow Pages usage study conducted independently for the National Yellow Pages Service Association by Statistical Research, Inc. Data is based on 48 weeks of measurement during the period from January through December 1986. During this period, a total of 11,275 telephone interviews were conducted among a random sampling of persons 18 years of age and older living in the continental United States in households with telephones.

HOW TO INTERPRET
THE STATISTICAL RESEARCH FIGURES

EXAMPLE: AUTO REPAIR

1. 27.5% get repairs (based on 3,817 interviews).

48 million adults [27.5% × 174 million (adult U.S. population)] have a car repaired or serviced in the average month.

2. 31.8% of these purchasers use the Yellow Pages beforehand.

This in turn means that 15.3 million Auto Repair purchasers (31.8% × 48 million) refer to the Yellow Pages before making an Auto Repair purchase in the average month.

3. 44.7% consider more than one place for repairs.

21.5 million Auto Repair purchasers (44.7% × 48 million) consider more than one place for this Auto Repair. 8.4 million Auto Repair purchasers (54.9% × 15.3 million) who refer to the yellow pages beforehand consider more than one place for this Auto Repair.

AMONG THOSE PURCHASERS USING THE YELLOW PAGES . . .

4. 75.6% look at ads.

75.6% of the Yellow Pages users look at ads vs. listings.

5. 93.0% contact.

93.0% of the Yellow Pages users contact at least one of the businesses they saw in the Yellow Pages.

6. 51.3% are influenced by the ads.

51.3% of the Yellow Pages users identify one or more of the ads they had seen as influencing them to select a particular place.

7. 68.9% purchase.

68.9% of the Yellow Pages users actually made the purchase at a place seen in the Yellow Pages.

8. 32.6% are new customers.

32.6% of the Yellow Pages users made the purchase at a place they had not used before.

9. $231 spent.

The average amount spent by the Yellow Pages users on Auto Repair was $231. This is 71% more than the average $135 spent by the non-Yellow Pages users.

10. 44.4% of all $ spent.

31.8% of all purchasers use the Yellow Pages beforehand. They account for 44.4% of all dollars spent on such purchases.

a. In 1,000 such purchases, 318 consumers (31.8% × 1000) will use the Yellow Pages, and 682 will not (1000 minus 318).
b. The 318 consumers who *do* use the Yellow Pages will collectively spend $73,458 ($231 × 318).
c. The 682 consumers who do *not* use the Yellow Pages will collectively spend $92,070 (135 × 682).
d. In 1,000 such purchases a total of $165,528 is spent by all purchasers.
e. Hence, Yellow Pages users account for 44.4% of all dollars spent (i.e., $73,458 divided by $165,528).

11. Use of Yellow Pages vs. influence of other media.

12.6% of Auto Repair purchasers identified newspapers specifically as an influencing factor in their selection decision.

When the *use* of Yellow Pages is combined with the influence of newspapers, the reach of newspapers is extended from 12.6% to 38.3%. Use of Yellow Pages would include looking at an ad for any reason including telephone number or address.

In reporting audience reach, this sales aid describes Yellow Pages *use* and compares it with the *influence* of other media. The rationale for this comparison is that — unlike other media — the Yellow Pages primarily are directional in nature. People *use* the Yellow Pages to make buying decisions after demand has been established. On the other hand, newspaper, radio and television advertising *influence* that demand. Hence, the best gauge of each medium's reach and their combined reach is Yellow Pages *use* plus other media's *influence*.